

BabyCal Launches New Ad Campaign

BabyCal kicks off 2000 with the launch of three new television advertisements. In April, the ads began airing in 16 markets throughout California, including Los Angeles, Sacramento and the Bay Area, as well as other smaller markets.

The English and Spanish-language ads, *Barriers*, *Baby Ward* and *Jose Ramirez*, were created to communicate the importance of early and ongoing prenatal care, the consequences of unhealthy behaviors such as smoking, drinking and drugs, and the availability of state programs that can help.



Barriers shows the possible consequences for an infant when a mother does not receive prenatal care. This ad informs expectant parents that there is help available to pay for medical expenses (This ad will air in English).



Baby Ward presents a mother who mistakenly believed that because she felt healthy during her pregnancy, she didn't need to see a doctor to make sure her baby was healthy, too (This ad will air in English and Spanish).



Jose Ramirez alerts pregnant women about the effects unhealthy behaviors like smoking, drinking and drugs can have on an unborn child. This ad presents a baby, Jose Ramirez, whose life was impacted, before birth, by his mother's choices (This ad will air in English and Spanish).

These hard-hitting ads were developed with input from BabyCal CBOs and clients. Each of these spots focuses on hospital settings to communicate BabyCal's key messages and alert parents about the potential results of inadequate prenatal care.

Along with the television ads, companion radio spots and two new African-American and one new Asian print ad were also developed. The print ads will be placed in Asian-language and African-American community newspapers.

Be sure to watch and listen for the new BabyCal ads on your local television and radio stations, as well as the new print ads in your local community newspaper!

What We Learned From You: Jada Pinkett Smith and BabyCalendar 2000

Since the launch of the Jada Pinkett Smith (JPS) collateral marketing materials and the distribution of BabyCalendar 2000, BabyCal has received many encouraging comments from CBOs. As part of BabyCal's efforts to keep CBOs informed about the Campaign, BabyCal would like to share the comments received.

Many CBOs have received positive responses from clients about the JPS public service announcement (PSA), poster and photo frame magnet introduced in 1999. CBOs emphasized that Jada is a great role model and like the powerful way she appeals to clients. In their opinion, the BabyCal message she delivers has proved to be effective and motivating. CBOs have also noted the positive impact the PSAs have had on clients and in some cases, have seen increased prenatal appointments for clients who have viewed the PSA. Other CBOs commented:

- *Jada gives the target audience motivation to obtain prenatal care.*
- *Jada is a great choice because she is young and a recent mom.*
- *The BabyCal audience, especially teens, can relate to Jada.*
- *The audience feels that Jada delivers BabyCal's message in an honest, realistic and powerful way.*

BabyCalendar 2000 has also been well received by CBOs and their clients. CBOs reported using the calendar in many creative ways and stated that clients especially like the space to note prenatal appointments. CBOs also like the visuals and colors. One CBO successfully raffled off the calendar as part of an incentive gift set for expectant moms that attended prenatal appointments. Some CBOs also offered the calendar as an incentive for clients to attend prenatal care classes. Other CBOs commented:

- *The information in the calendar is very helpful to clients, especially the toll-free numbers.*
- *The bilingual information is appealing and effective in reaching a wide audience.*
- *Teens especially like the calendar and think it is very useful.*
- *The calendar is very eye-catching and calls attention to BabyCal's key messages.*

Health Fairs & Conferences

On January 12, Northern California CBO Coordinator Lori Goodwine participated in this year's TAPP Teen Parent Conference in Placer County, entitled "Believe." The conference targeted pregnant and parenting teens and focused on informing and motivating adolescents and their educators by providing information about career development, job assistance and child care.

The conference attracted more than 200 teens, many of whom visited the BabyCal booth. The majority of participants were familiar with the BabyCal Campaign, either because they had seen the JPS PSA, or their school was a part of the BabyCal Network and utilized the Campaign's collateral marketing materials. Lori offered participants BabyCal bags, JPS photo frame magnets and English and Spanish-language wipe-off magnets.



Lori Goodwine (right) speaks to a fair attendee at the TAPP Teen Parent Conference.

New BabyCal Marketing Materials Are Underway

BabyCal is currently in the process of redesigning and updating its posters and brochures. Recently, 25 CBOs representing BabyCal target groups statewide were asked to take part in an assessment to provide feedback on samples of new BabyCal brochures and posters.

The 25 CBOs will participate in telephone/in-person interviews and/or informal focus groups that are scheduled to begin in late April 2000. Comments received from this assessment will be instrumental in the final development of new BabyCal posters, brochures and other BabyCal incentive items. Distribution of the new BabyCal collateral marketing materials is slated to begin this fall.

CBO Spotlight

Mission City Community Network

Contact: Marieli Pená, Health Coordinator (818) 895-3100

Since it was established in 1991, Mission City Community Network's solid commitment to providing quality health care and social services to low-income families has resulted in the trust of a growing Latino community in the San Fernando Valley. "One of our primary goals is to educate low-income women about the importance of taking care of themselves and their families by practicing healthy behaviors and seeing a doctor regularly during their pregnancy," said Marieli Pená, Health Educator. "The clinic's objective is to eliminate cultural misconceptions and improve the health of women and their babies."

Mission City Community Network is part of the Los Angeles County's Department of Health Services' Perinatal Outreach and Education Program (POEP). It focuses on case management, education and outreach for high-risk pregnant women, including teenagers, women over 35 years of age, and women with gestational diabetes, asthma, heart disease or a history of domestic violence. POEP provides classes at schools, community centers and churches on topics such as nutrition, family planning, STDs, HIV, alcohol and drug abuse. Their case management program, which targets high-risk pregnant women, follows moms-to-be throughout their pregnancy until their infant is two months old. As part of the program, the client attends prenatal appointments and also receives home visits. Once the baby is born, the client is encouraged to attend a post partum appointment and have her child receive his/her first immunization. The client may also receive referrals for family planning and health insurance.

As part of their outreach, POEP also provides clients with referrals for food, clothing and other community services. "BabyCal has helped us educate the Latino community with its Spanish-language materials, which are practical and very informative," added Ms. Pená.

Among Mission City's unique services is Teen Smart, a state-funded program that targets teenagers between 13 and 19 years of age. The program's staff visits middle schools and high schools to educate teens about STDs and family planning. Services provided to teens are confidential and free of charge.



Mission City Community Network's POEP staff.

Healthy Alternatives for African-American Babies

Contact: Rhunda Boudreaux, Program Coordinator (408) 289-1070

Developed seven years ago, Healthy Alternatives for African-American Babies (HAAAB) is a case management and outreach program for African-American women. As the only Black Infant Health Program in Santa Clara County, the program seeks to make a positive difference in pregnancy outcomes to improve the health of babies through their first year of life. Part of their goal is to decrease infant mortality, morbidity and low birthweight in the African-American community.



HAAAB staff.

HAAAB's Social, Support and Empowerment (SSE) classes aid in the creation of a unique and lasting bond among women called the "Sister-Friend" network. A special trust is built among the women through communication and sharing during the eight-week, two-hour sessions offered. Some of the topics discussed include nutrition, prenatal care, pre-term labor, substance abuse, parenting, household safety and caring for your child. Gift bags for moms-to-be are offered as incentives for clients to attend. In addition, lunch, child care services, and taxi cab vouchers are also provided. After completing the eight-week course, a graduation ceremony is held.

Other important features of HAAAB are its Case Management and Outreach & Tracking programs that are conducted by county public health nurses and community health workers. As part of these programs, public health nurses and health workers visit clients at their home and provide them with medical and emotional support.

"I'm proud of the work HAAAB has done. Our organization is committed to making a difference in the community," said Rhunda Boudreaux, Program Coordinator.

He's Pregnant, Too: Ten ways to help him be the best partner and father possible.

More than ever before, attention is being directed to what fathers-to-be experience while their partners are pregnant. Surprisingly, researchers have found that men may go through symptoms of pregnancy like increased appetite; morning sickness or mood swings; feeling jealous of the attention the partner is receiving; and feeling incapable of contributing to the health of the baby. Although no father-to-be wants to feel any of these things, all of these reactions are normal. Below are some suggestions on how you can help your partner.

■ ***Encourage him to come with you to prenatal care appointments***

He may not be able to attend every appointment, but visiting the doctor with you will help the baby seem more real. Share the information you learn if he is unable to attend.

■ ***Ask him to help you keep a healthy diet***

Eating well is good for all three of you! He'll play an important role in the baby's health if he can be your "food coach," steering you away from junk food and toward the nutritious diet your whole family should eat.

■ ***Take walks together each day***

You'll both benefit from the exercise, as well as make special time for the two of you, away from phones, television, etc. Use the time to talk, not only about the baby, but also about other things that are of special interest to him.

■ ***Ask for him to help prepare your home for the baby's arrival***

Get him involved in the "nesting" activities most moms-to-be can't resist. Perhaps, shop together to look at baby clothes and be sure to make him an equal partner in setting aside a special place in your home for your baby.

■ ***Be supportive***

Your partner is likely to wonder if he'll be the parent that he wants to be. Let him know you understand these feelings and offer him your support.

■ ***Set reasonable expectations***

There may be a lot of ways your partner can be supportive of what you're going through, such as being a birthing coach or being a part of the delivery. Encourage your partner to be involved in the pregnancy as much as possible.

■ ***Encourage him to attend parenting classes and read or watch a video tape about parenting and child care***

The more he knows, the better. If he's never taken care of a newborn, he may feel scared that he'll accidentally hurt the baby or do something wrong. He'll be better prepared to be a parent if he takes the time to learn what to expect.

■ ***Help him make changes in his lifestyle***

If your partner is concerned that some of his behaviors, such as smoking, stand in the way of being a good partner or parent, support those changes. Encourage him to seek counseling or join a support group to practice behaviors that are healthier for the entire family.

■ ***Talk openly about finances***

Work together to set and stick to a budget, even before the baby is born. Try and borrow as much baby gear from friends and family as possible. In addition to its other benefits, breastfeeding is a natural way to save money, too. If your partner knows you're working together to keep expenses under control and save for the future, he'll be less worried.

■ ***Reassure him that changes in lifestyle are positive***

Your partner may be worried about changes in lifestyle when the baby arrives. Let him know that doing more family-oriented things will be just as fun and satisfying. Rather than focusing on what you won't be able to do, talk with your partner about all the new things you will do, like special family outings and getting together with other families.

The most important thing you can do is let your partner know that you're going through the pregnancy together. During the pregnancy, you'll be doing most of the work, but don't assume that your partner doesn't already share the joys and worries that are normal for any parent-to-be. Try to talk as openly about your fears as you do about your excitement about the pregnancy. Encourage him to do the same.

**Source: *mama, Your Guide to a Healthy Pregnancy*,
March of Dimes, 1998**



Important phone numbers that can provide you with more prenatal care information, support and referrals.

March of Dimes	1-888-MODIMES (National Resource Center)
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Southern California Chapter	1-213-637-5050
Northern California Chapter	1-916-922-1913

Or consult your local telephone directory for a chapter near you.

Healthy Families and AIM Program Expansions

Recently, the state of California's health coverage programs have increased access for low-income families and pregnant women. Provided below is important information about the Healthy Families Program (HFP) and the Access for Infants and Mothers (AIM) program to share with your clients.

Healthy Families Program

HFP began providing low-cost medical, dental, and vision care coverage to low-income, uninsured children who are not eligible for no-cost Medi-Cal for Children (MCC) since July 1998. Monthly premiums are \$4 to \$9 per child with a maximum of \$27 per family.

On July 27, 1999, HFP was further enhanced to provide qualified immigrant children, who arrived in the United States after August 22, 1996, with one year of HFP coverage, if eligible. The State has also expanded the definition of an applicant to include an emancipated minor--a minor who is not living in the home of a natural or adoptive parent, legal guardian, caretaker-relative, foster parent, or stepparent.

Additional HFP expansions received federal approval on November 24, 1999. Now, more children of working families are eligible for affordable health care coverage. The expansions in HFP eligibility include:

- increasing income eligibility levels from 200 to 250 percent of the Federal Poverty Level (FPL);
- providing HFP coverage to infants from birth to age 1 with household income between 200 to 250 percent of the FPL. Applicants are able to apply for HFP coverage for an infant up to 3 months prior to the birth of the child; and
- applying Medi-Cal income deductions for work expenses, child care, alimony, and child support when determining program eligibility.

The income chart below, effective April 1, 2000, displays eligibility levels based upon a family's monthly income, family size and age of the child for both HFP and MCC.

Family Size	Child age 0 to 1 or Pregnant Women Medi-Cal	Child age 0 to 1 Healthy Families	Child age 1 thru 5 Medi-Cal	Child age 1 thru 5 Healthy Families	Child age 6 thru 18 Medi-Cal	Child age 6 thru 18 Healthy Families
1	\$0 - \$1,392	\$1,393 - \$1,740	\$0 - \$926	\$927 - \$1,740	\$0 - \$696	\$697 - \$1,740
2	\$0 - \$1,875	\$1,876 - \$2,344	\$0 - \$1,247	\$1,248 - \$2,344	\$0 - \$938	\$939 - \$2,344
3	\$0 - \$2,359	\$2,360 - \$2,948	\$0 - \$1,569	\$1,570 - \$2,948	\$0 - \$1,180	\$1,181 - \$2,948
4	\$0 - \$2,482	\$2,483 - \$3,553	\$0 - \$1,890	\$1,891 - \$3,553	\$0 - \$1,421	\$1,422 - \$3,553
5	\$0 - \$3,325	\$3,326 - \$4,157	\$0 - \$2,212	\$2,213 - \$4,157	\$0 - \$1,663	\$1,664 - \$4,157

Add the following dollar amount for each additional family member.

	\$484	\$605	\$322	\$605	\$242	\$605
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To request a copy of the joint HFP/MCC and Medi-Cal for pregnant women mail-in application, call 1-888-747-1222 or visit the HFP Web site at www.healthyfamilies.ca.gov for more information.

Access for Infants and Mothers

As part of the State's efforts to expand the AIM program, which provides health insurance for pregnant women with a middle-income from 200-300 percent of the FPL, focus has been placed on bringing consistency between AIM, HFP and Medi-Cal for pregnant women. AIM now applies Medi-Cal income deductions to the gross family income when determining eligibility. This consistency will help more families gain access to prenatal care. It is likely that this change will also create a better system for families to qualify for one or any of the other programs.

The new AIM application allows the program to forward the application, if authorized by the applicant, to a local county Medi-Cal office if the family income is too low to qualify for AIM. Often, if the family income is too low for AIM, the expectant moms may be eligible for coverage through no-cost Medi-Cal for pregnant women. The AIM denial letter will also provide the applicant with information about presumptive eligibility for pregnant women through the Medi-Cal program.

For more information or to receive an application for AIM, call 1-800-433-2611.



BabyCal Rewards Moms-to-Be with a "Bundle"

The BabyCal Bundles incentive program, established in 1998 to motivate pregnant women to keep their prenatal care appointments and attend prenatal care classes, rolled out in February for the third year. Fifty CBOs throughout California that provide direct services to pregnant women in rural locations and other underserved populations are participating in this year's program.

As an incentive for attending prenatal appointments and classes, moms-to-be receive a BabyCal Bundle - a large zippered canvas tote containing DHS items, including the *Healthy Mom*, *Healthy Baby Handbook*, a BabyCal wipe-off magnet and a BabyCal bib. America's Youth Passports, booklets where parents can record their child's medical history, are also included in this year's Bundles. Securitec Corporation donated the passports to BabyCal for the second year. CBOs were also encouraged to supplement the Bundles with other items such as magazines/subscriptions, cereal samples, discount coupons, and other baby-care-related items received from other sources.

How Prenatal Care Helped Me



Dedra and her son, Jamal.

In 1997, Dedra Westbrook, a 35-year-old Pasadena woman with a history of substance abuse, became pregnant for the second time. It was not until her sixth month of pregnancy that she realized her lifestyle was unhealthy and vowed to start a clean life for the sake of her unborn baby.

Struggling to change her life and begin building a new foundation for herself, Dedra visited the Pasadena Public Health Department's Black Infant Health Program (BIHP), where she received guidance, support and the prenatal

information she needed, including BabyCal materials, to deliver a healthy baby. Established in 1989 by the California Department of Health Services as part of a statewide project designed to improve care for pregnant African-American women, BIHP helps women with prenatal care, education and proper nutrition.

Dedra's first baby was taken away from her due to substance abuse. So, she was determined to keep her second baby. She stopped using drugs and began attending prenatal care classes focusing on social empowerment during pregnancy, self-acceptance, self-expression, self-respect, self-esteem, childbirth and parenting. These classes motivated her to take control of her life and her pregnancy. At 35 weeks, when she felt a significant decrease in fetal movements, she went to the hospital immediately. The doctors realized that Dedra's baby was in danger and informed her that an emergency delivery was necessary. Dedra delivered a 5-pound, 6-ounce baby boy, and after four days, mom and baby Jamal were at home!

Currently, Dedra maintains up-to-date immunization records for her son and volunteers at BIHP. Because of her commitment and dedication to improving her life, BIHP recognized Dedra at their first annual awards ceremony and presented her with the "Dedra" award, named in her honor to recognize clients who have made a difference in their own lives and the lives of their babies. Dedra is proud of her accomplishments, but explains "I've had a hard life, using drugs for 17 years and in and out of prison. Now I'm four years sober and committed to making a difference. If it weren't for this program, my baby wouldn't be here. I want to inspire other women to have healthy babies."

BabyCal sends special thanks to Dedra for sharing her story.

Welcome, New BabyCal CBOs

BabyCal welcomes six new CBOs.

Northern California Region

Nadine Roberts Cornish - (916) 925-7816

- Community Medical Center - WIC, Stockton
- Mills Family Center, Rancho Cordova

Lori Goodwine - (916) 455-0580

As your new CBO Coordinator, I am pleased to have the opportunity to talk with CBO representatives in my area.

Southern California Region

Tania Watson - (661) 297-0048

Help us to continue educating women in our community about the importance of eating right and staying away from smoking, drinking and drugs while pregnant.

- Clinica Santa Rosa, Santa Ana
- Mother and Child Health Center, El Monte
- Plaza Health Care Medical Clinic, Lynwood
- Women's Health Forum - CPSP, Moreno Valley

BabyCal Says Goodbye to CBO Director Stephanie Chiu

After three years as a principal member of the BabyCal team, CBO Director Stephanie Chiu has accepted a wonderful opportunity to specialize in Asian consulting. The BabyCal team wishes her great success in her new position. An active member of the BabyCal Campaign, Maggi Walker has assumed the role of CBO Director.

CBO Coordinators:

Northern California: Nadine Roberts Cornish (916) 925-7816
Lori Goodwine (916) 455-0580

Southern California: Tania Watson (661) 297-0048

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048

Contact: Yvonne Arias (323) 966-5740

Fax: (323) 782-8192

or CBO Director Maggi Walker (323) 966-5763

Department of Health Services:

714 P Street, Room 1650

Sacramento, CA 95814

Contact: Angelica Perez (916) 657-0150

Fax: (916) 653-9212

Ordering Information

CBOs may order BabyCal outreach materials by completing an order form and faxing it toll-free to The Mail House at (888) 428-6245. Orders are filled and shipped three to five days after receipt. If you have questions regarding your order, please contact The Mail House directly at (800) 308-2679. Outreach materials continue to be available free of charge to CBOs. You may contact your CBO Coordinator or call Yvonne Arias at Hill and Knowlton at (323) 966-5740 for sample packets, order forms, or to address special needs and requests.